

CHAPTER NO. 240

SENATE BILL NO. 1854

By Herron

Substituted for: House Bill No. 1758

By Maddox, Tidwell, Borchert, McDaniel, Pinion, Rinks, Shaw, Black, Lynn

AN ACT to amend Tennessee Code Annotated, Title 47, Chapter 18, relative to consumer protection.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF TENNESSEE:

SECTION 1. Tennessee Code Annotated, Section 47-18-120(c), is amended by adding the following language as a new subdivision (4):


(A) Either in an initial offer for a prize or travel service or, at a minimum, before an offer can be accepted, the offeror is in violation of this part if the offeror fails to clearly and conspicuously state verbally, or in writing, and upon request, in writing uses or makes a statement or representation in the main, primary or emphasized portion of the text of a solicitation, promotion, advertisement or other offering that is contradicted in a disclosure that is not easily read, readily noticeable or presented in small or fine print.

(B) If a motor vehicle dealer is in compliance with the advertising regulations of the Tennessee Motor Vehicle Commission, as such regulations exist on the effective date of this act and as amended from time to time thereafter, the provisions of subpart (4)(A) shall not apply to such dealer.

SECTION 2. This act shall take effect July 1, 2003, the public welfare requiring it.

PASSED: May 15, 2003


JOHN S. WILDER
SPEAKER OF THE SENATE


JIMMY NAIFEH, SPEAKER
HOUSE OF REPRESENTATIVES

APPROVED this 2nd day of June 2003


PHIL BREDESEN, GOVERNOR